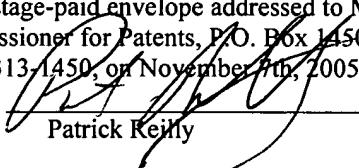




IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

<p>In re application of:  WILLERS, H., et al.  Serial No.: 09/991,512  Filed: Nov. 16, 2001  Title: <b><u>INTERACTIVELY</u></b> <b><u>COMMUNICATING SELECTIVELY</u></b> <b><u>TARGETED INFORMATION WITH</u></b> <b><u>CONSUMERS OVER THE</u></b> <b><u>INTERNET</u></b></p>	<p>Group Art Unit: 3622 Examiner: DURAN, A.D. Docket: HW-001-US</p> <p><b>CERTIFICATE OF MAILING</b> I hereby certify that this correspondence is being deposited with the US Postal Service as First Class Mail in a postage-paid envelope addressed to Mail Stop RCE, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on November 7th, 2005. Signed:  Patrick Reilly</p>
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RESPONSE TO OFFICE ACTION MAILED 5/05/2005

5

M/S AMENDMENT  
Commissioner for Patents  
Box 1450  
10 Alexandria, VA 22313-1450

Dear Examiner Duran:

15        In response to the Office Action mailed on May 5<sup>th</sup>, 2005 Papers:  
          ➤ Request for Continued Examination (“RCE”), PTO/SB/30;  
          ➤ Personal Check No.515, RCE fee (Small Entity) of \$395.00;  
          ➤ Petition for Extension of Time, PTO/SB/22;  
          ➤ Personal Check No. 514, Three Month Extension of time fee (Small Entity) of  
20        \$510.00; and  
          ➤ Self-addressed and stamped postcard.

**Status of Claims**

Claims 1-30 are rejected.  
25        Claims 1-30 are pending  
          Claims 1, 11 and 20 are pending and currently amended herein.

Amendments to the Claims are reflected in the listing of Claims which begins on page three.

Remarks/Arguments begin on page eleven of this paper.